

DIGITAL WORKFORCE SOLUTIONS



Jasen Jones, Executive Director
Workforce Investment Board of
Southwest Missouri

Missouri Governors Economic
Development Conference
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Digital Workforce Solutions Today's Agenda

The BIG Idea!

- ***Gain back*** lost market share (lost relevance)
- ***Transform*** services to be cheaper, easier, & more accessible
- ***Game-Changing*** approach to workforce & economic development
- ***Re-Engineer*** our products and services with Digital Solutions



How We'll Get to the BIG Idea...

- The Good Enough Revolution
- Next Generation Career Center Opportunities
- Innovation Spaces
- Social Media Outreach & Open Source Economic Development
- SW MO's Innovation Framework
- Digital Tools for SW MO
- Emerging Best Practices



Is Digital Good Enough?

- *The Good Enough Revolution*
- Tradeoff of power or fidelity for low price, flexibility, & convenience
- Product category examples:
 - Single-use cameras and the Flip™
 - mp3 downloadable music
 - Netbook computers
 - Skype™ internet phone
 - Predator un-manned air defense
 - Micro-clinic healthcare system model

WIRED

Source: WIRED Magazine
September 2009

Next Generation Career Centers

- *Good Enough* Outcomes for the Workforce System?
 - Cheap & Simple?
 - Low Price, Flexible, Convenient?
- Evolution of Career Centers & the Workforce System
- Increasing state & federal mandates
- Emerging policy framework
- A different way of doing business!



Innovation Spaces to Consider

- eLearning Training Solutions
- Social Media Outreach
- HR Products & Services
- Others?



eLearning

- Tradeoff of classroom-based dynamics in favor of increased access & flexibility
 - *Good Enough?*
- Re-thinking the centuries-old classroom model
- Digital literacy barriers
- Open Courseware Consortium
<http://www.ocwconsortium.org/>

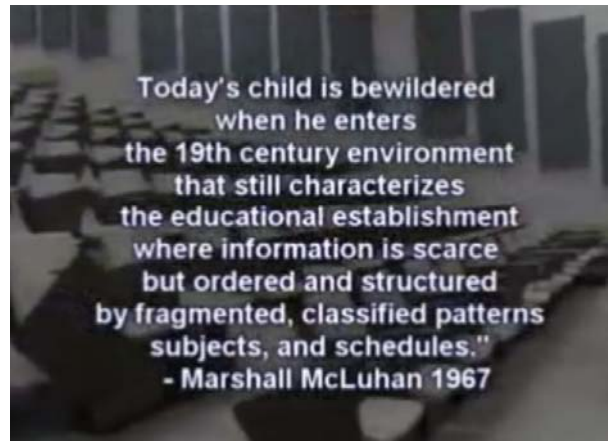


<http://www.ocwconsortium.org/>

Open Source Learning

- Remove barriers to learning (cost, access, bureaucracy, etc.)
- DIY, un-credentialed, but wildly popular learning pathway
- Edupunk: Newly-coined term referring to open source learning
- More links:
 - Vision video:
<http://www.youtube.com/watch?v=8p-b0SQUk2o>
 - Edupunk Debates:
<http://www.youtube.com/user/educoz>
 - Wikipedia Summary:
<http://en.wikipedia.org/wiki/Edupunk>

Open Source Learning



A Vision of Students Today viral video
challenging relevance of
old-line educational systems

eLearning Performance Trends

- Fast Company magazine's look at Edupunks transforming education
<http://www.fastcompany.com/magazine/138/who-needs-harvard.html>
- The Web's disruption of the education sector
- *Education 2.0* as a complete remix of learning methods
- Overcoming challenges for self-learners through social networks

eLearning Performance Trends

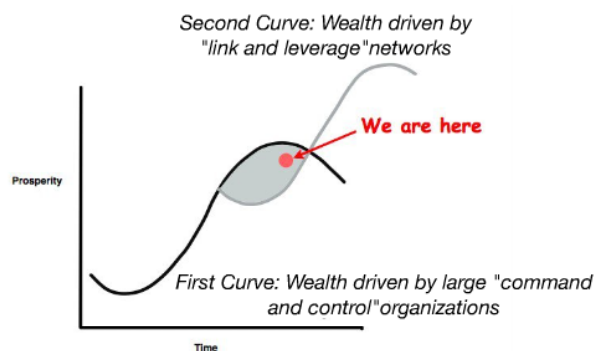
- New York Times article on eLearning Performance
- U.S. Department of Education study 1996 through 2008
 - *"On average, students in online learning conditions performed better than those receiving face-to-face instruction."*
- Full or partial online students rank in 59th percentile
- Average classroom student ranked at 50th percentile
- Modest but statistically-meaningful difference
- "We are at an inflection point in online education"

Social Media Outreach Compelling Trends

- 90% of marketers say social media as important as email
- 80% of companies using social media of some form
- 79% of PR pros say social media is a mainstream tool
- What's to fear?
 - Some afraid that social media outlets would allow customers to say something bad
 - What if customers are already saying something negative and businesses can't respond?

Social Media's Importance for Workforce & Eco Dev?

Our economic transformation involves moving from the First Curve to the Second Curve



Source: Ed Morrison

Social Media's Importance for Workforce & Eco Dev?



<http://www.youtube.com/watch?v=ixhE7Q5vKJg>

The Basics of Social Media Outreach

- Social media applications are just **tools**, not **solutions**
- Social media outreach advantages:
 - Power tools to extend reach
 - Increased ability & value to serve clients more effectively and completely
 - Responsive, innovative, cutting-edge
 - Helps overcome stereotypes that younger generations may have about legacy products

Common Social Media Outlets

- Facebook: “Friends” system; mostly personal, but some association and customer networking
- LinkedIn: Business networking
- Twitter: Rapid-fire microblogging; helpful for driving traffic
- Ping.fm: Aggregator that allows updates to several social networking sites with a single entry

twitter™

facebook

Ping.fm
Say it.

Social Media Outreach

- Use of web-based video as a social media outreach tool
 - Short Example from Corporation for a Skilled Workforce for Mid-Michigan
- Envision the power of this concept with the causes you care about!



Social Media Resources for Workforce/Eco Dev

- Open Source Economic Development movement
- Social networks and research for transformational workforce & economic development
 - i-open.org
 - wired-nation.net
 - edmorrison.com



Southwest Missouri's Innovation Framework

- High-impact, high-volume, low-cost
- Culture of innovation & agility
- Regionalism priorities
- Integration of one-stop workforce systems, economic development
- Culture of innovation & agility
- Revenue & funding diversification



Digital Tools in Southwest Missouri

New Tools:

- Alchemy Training SISTEM™
- InterviewStream™
- Rapid Response Digital Outreach
- Emerging tools
- Replication of emerging nationwide promising practices



Alchemy Training SISTEM™

- Highly-interactive, multi-media-based learning
- High-volume, low-cost, introductory-level training solutions
- Training solutions for Career Centers, youth initiative, incumbent worker projects, internal staffing, etc.
- Wide flexibility for licensing, scalability, customizing, etc.



InterviewStream™

- Virtual video-based job interviews
- Practice systems for job seekers
- Screening tools for employers
- Major cost & time savings



Rapid Response Digital Outreach

- Need to connect and serve increasing volume of dislocated workers
 - Represent full array of workforce services
- Evolution of DVD penetration with customers
- Flexibility of DVDs to view content matched to customer needs
- Partnerships with community-based & faith-based organizations to engage customers
- The “Career Channel” Public Access Cable TV
- Web-based videos



Emerging Digital Tools & National Promising Practices

- Virtual Job Fairs (InterviewStream)
- Connectory™ Asset Mapping for regional development
- ARRA Stimulus workforce initiatives
- Sector Training Center with eLearning studio
- Other opportunities in Next Generation Career Center Initiative?



Virtual Job Fairs

- Virtual Job Fair™ system pioneered in Brevard, FL WIB
- Virtual Job Fair system with InterviewStream ready to deploy in Southwest Missouri
- Social media & virtual outreach tools to deploy job fair connectivity
- Virtual Job Fair in *Second Life* at Envision in St. Louis



ARRA/Stimulus Recovery Initiatives

- Position regional economy to seize recovery opportunities
- Link ARRA resources with turn-key initiatives
 - Sector-based skill testing/screening
 - Technology-based learning
 - Digital literacy
 - eLearning with experience-based training initiatives



Regional Transformation Strategies

- Connectory™ Asset Mapping
 - Gap analysis for regional planning
 - Leveraging regional resources
 - Sector supply-chain growth
- Advanced Collaborative Technologies
- Regional Training Center
 - Sector-based collaboration
 - Neutral ground, resource-sharing, and collaboration for training providers
 - eLearning studio to develop new training solutions

The Big Idea (What to take away today!)

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The Big Idea (What to take away today!)

- **Re-engineering** innovation & quality
- **Benefits** for customers
- **Benefits** for service providers
- **Game-changing** strategies to revitalize workforce development

Q & A



Did we hit the target today?

THANK YOU!



Digital Workforce Solutions
Presentation Slides, Links,
and Session Audio online at:

[www.workforcezone.net/
archives/640](http://www.workforcezone.net/archives/640)



Jasen Jones, Executive Director
ceo@workforcezone.net
Ph: 417.206.1717 Ext. 224